

EXHIBIT 55

REDACTED



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Unified 1st Price Auction

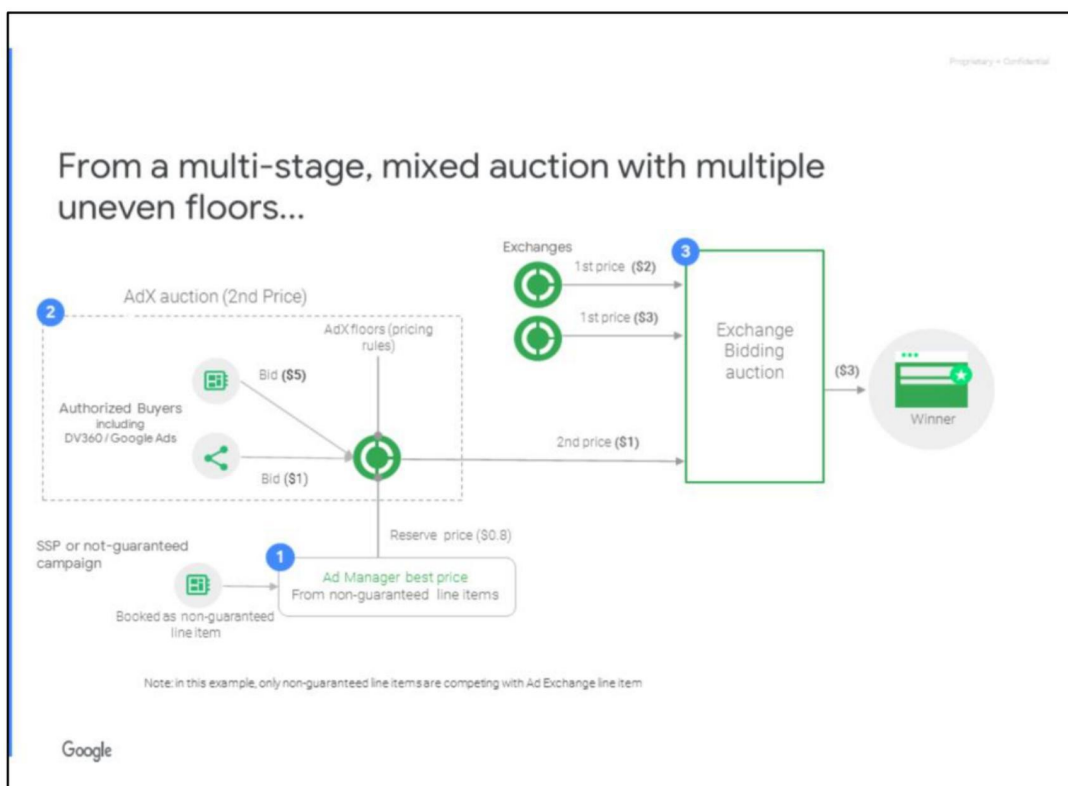
Simplifying the auction on Ad Manager and Admob

February 2019

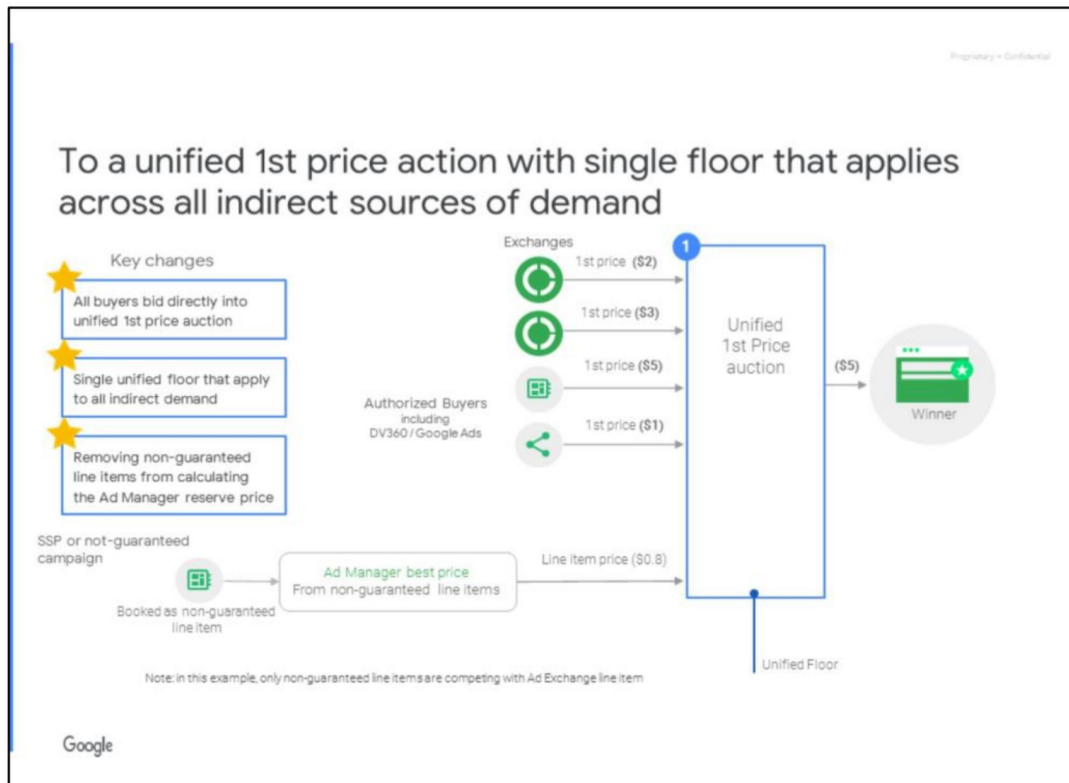
Last updated: 3/4

Looking for more information on Unified Pricing Rules?
See [April 2019 Update](#)

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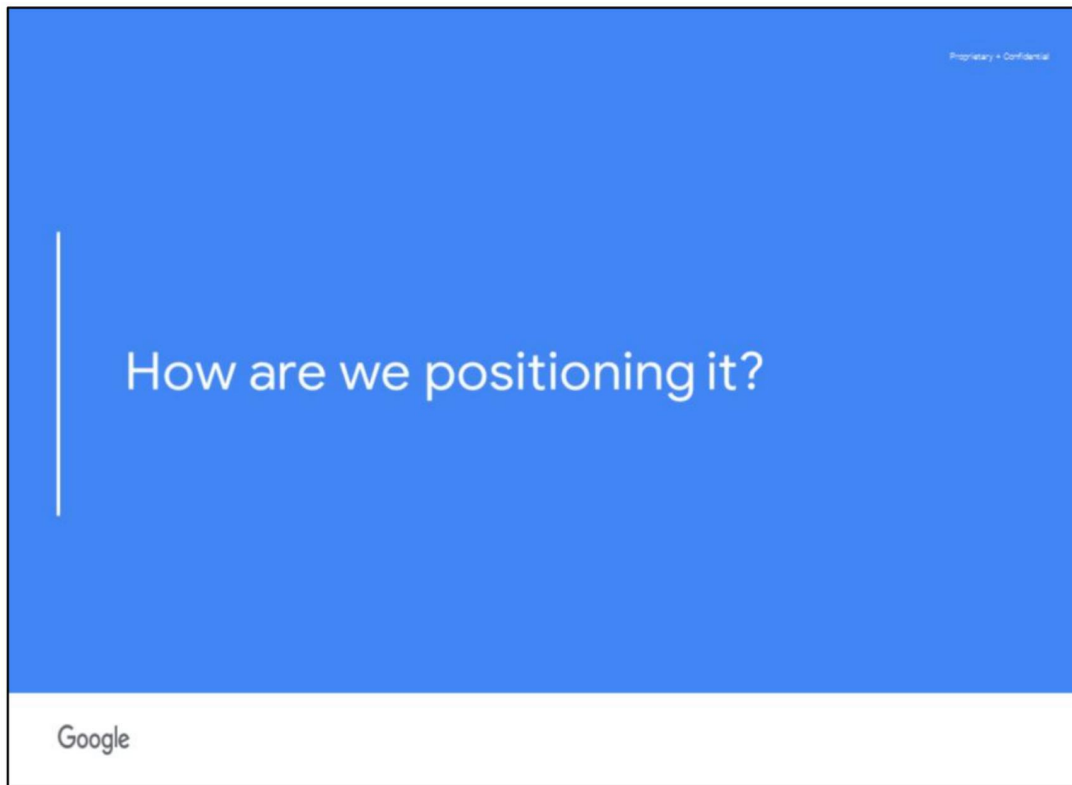


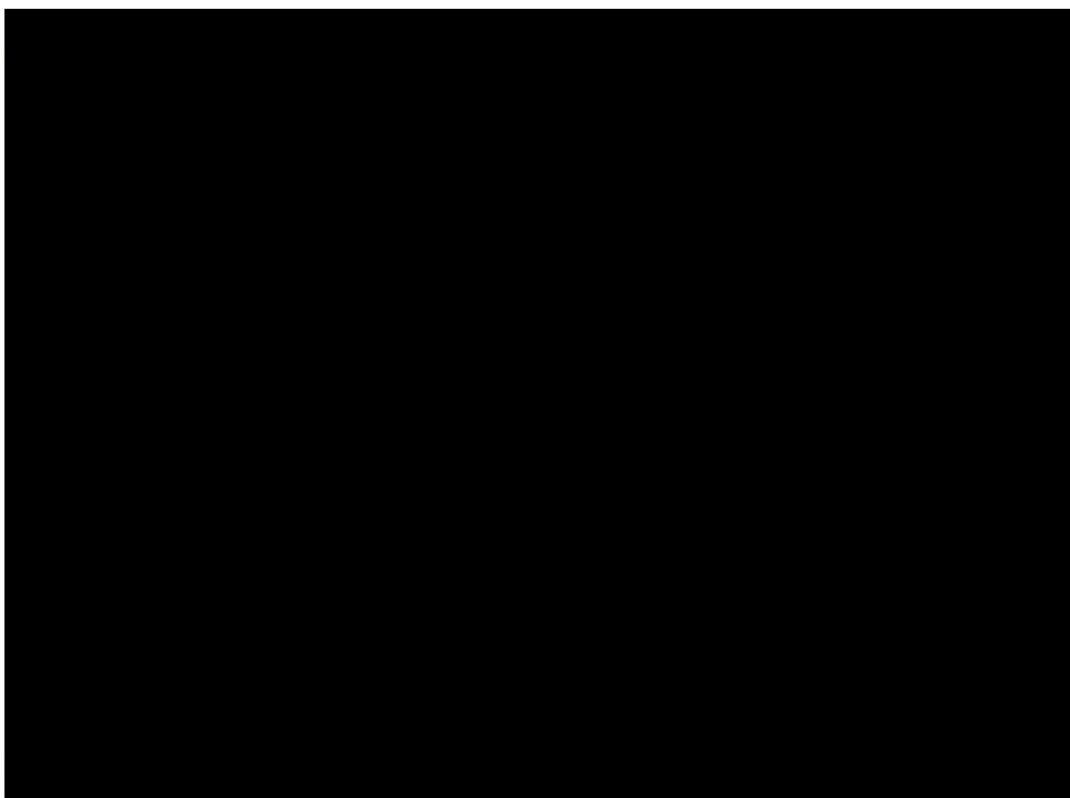
TALKING POINTS



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. No competing offers will set the price paid by another buyer, and the highest offer will win the auction (This mean that we are removing 'last look' for AdX)





Convenient control of floors within Ad Manager: new unified pricing rules that apply uniformly across all buyers (Authorized Buyers, Open Bidding and non-guaranteed tags)

Simpler floor pricing strategy: reduced need to constantly optimize floors to reduce auction discount. Buyers pay what they bid (no bid-price discount) and floors don't directly impact clearing price

